

Job description

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| Job title: | Campaign Officer |
| Salary: | £29,000 per year |
| Contract: | Fixed term until the end of January 2027 |
| Hours: | 35 hours per week |
| Directorate: | National Year of Reading |
| Reports to: | Campaign Planning Manager |
| Direct/indirect reports: | None |

Our mission

The National Literacy Trust empowers children, young people and adults from disadvantaged communities with the literacy skills they need to succeed. We work directly with young people and their families, with the 5,000 schools in these communities, with nurseries, prisons, YOIs and through our teams leading community literacy programmes in 20 places in the UK facing the biggest literacy and poverty challenges. Our research makes us the leading authority on literacy and drives all our work. We are committed to becoming a more diverse and inclusive charity, better at listening to and working in partnership with the communities we exist to serve. Literacy is a vital element of action against poverty and our work changes people's life stories.

2026 will be a National Year of Reading (NYR), an exciting UK-wide campaign aiming to engage new audiences in reading and to change the national reading culture for good. It will position reading as a powerful contemporary activity, the key to unlocking potential in a digital-rich AI world and as a rich cultural activity which links people, boosts skills and empathy and benefits wellbeing.

Commissioned by the Department for Education, the National Year of Reading will deliver a consumer-facing social marketing campaign to promote reading. It will also mobilise national partners and local stakeholders in a major national celebration of the power of reading,

The National Literacy Trust will lead, develop and coordinate the National Year of Reading, ensuring a powerful and engaging national campaign which redefines reading for a new generation.

Purpose of role

Working as part of a new in-house team for the National Year of Reading, you will use a range of communications and marketing channels to spread key messages among communities and affect behaviours among target demographics. You will build relationships with local and national partners including the media, and manage campaign activities and events. You will also support activity across your team, including preparing copy for our newsletters, websites and social media in support of campaign priorities.

Key contacts

You will work closely with colleagues both in the National Year of Reading team and in our central media and communications team, as well as with our programme delivery and partnerships teams. External contacts will include national partners, schools, libraries, early years settings, business, authors / illustrators, cultural partners, key local figures, and media and agency contacts.

Outline of responsibilities

- Work with the Campaign Planning Manager to understand campaign goals and target audiences, and develop, tailor and disseminate campaign messaging

- Plan and deliver a regular content schedule for social media pages and other channels working alongside colleagues to decide priorities
- Support online and in-person campaign activation events
- Support management of campaign creative and media agencies
- Write press releases, articles and quotes, working closely with media partners to deliver coverage containing key campaign messaging
- Build relationships and work with local partners, including schools, libraries, early years settings, business, authors and illustrators, cultural partners and key local figures
- Work with the Campaign Manager to develop an evaluation framework for campaign activity and prepare updates for stakeholders and funders
- Monitor and moderate contributions to National Year of Reading website using the content management system
- Proofread and edit content as required

This outline is indicative and is not intended to provide a complete list of duties. The postholder will also be required to support activities that contribute to the growth and sustainability of the charity, and to the sharing and development of our organisational knowledge.

Person specification

| Essential | Desirable |
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| <p>Recent experience (min. two years) working in a communications role with campaigning responsibilities</p> <p>Managing digital and social media accounts</p> <p>Working with case studies and beneficiaries to share their story and secure media coverage of their experiences</p> <p>Experience of using content management systems</p> | <p>Experience of working in the charity/education/wellbeing or cultural sector</p> <p>Strong administration skills</p> <p>Able to use initiative and solve problems independently</p> <p>Able to work under pressure and manage multiple deadlines</p> <p>Strong IT skills including using Microsoft Office, working with images and uploading content online</p> |

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| <p>Writing for different audiences/contexts</p> <p>Planning, implementing and evaluating campaigns</p> <p>Developing key messages aimed at changing consumer behaviours</p> | <p>Excellent verbal communication skills</p> <p>Excellent writer and proofreader</p> |
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Summary of terms

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| Location: | <p>You will be able to work regularly from home around the requirements of your role for in person meetings or travel. However, you will be contracted to our office at 68 South Lambeth Road, London SW8 1RL, and responsible for your travel to London when necessary.</p> |
| Flexible working: | <p>We have a flexible working culture and encourage all staff to work in a way that enables them to be most effective in their role.</p> <p>This role will involve occasional out of hours working and time off in lieu will be granted for any additional hours worked.</p> |
| Travel: | <p>This post will require regular national travel. Travel expenses will be paid when incurred in line with our expenses policy.</p> |
| Safeguarding: | <p>We are committed to safeguarding all those who come into contact with our work and all staff are required to follow our safeguarding policy for children, young people and vulnerable adults.</p> |

Team structure

